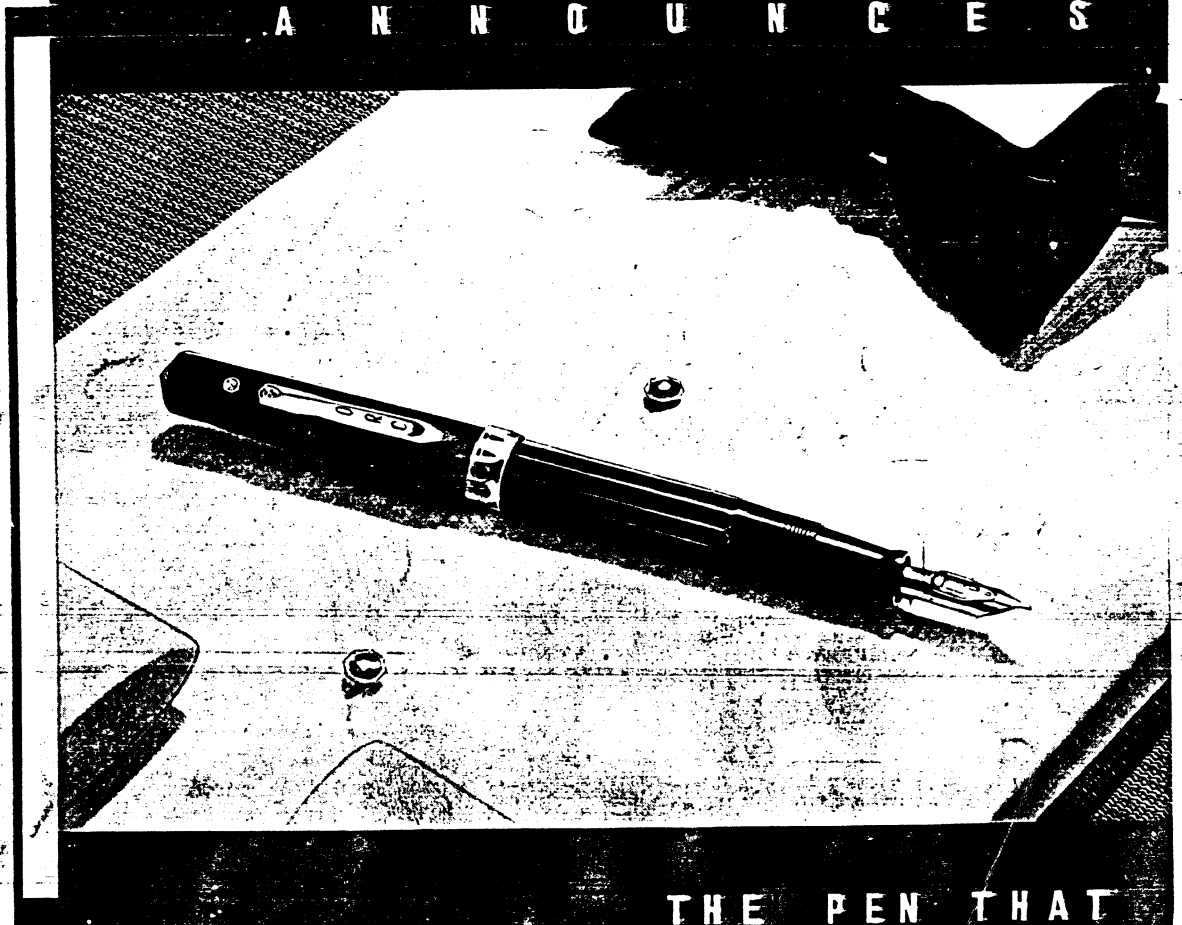


1935



EVERSHARP

A N N O U N C E S



THE PEN THAT

THE *New* EVERSHARP

DIFFERENT! DRAMATIC! DYNAMIC!

EVERSHARP advertising introduces the most challenging pictures ever employed in fountain pen advertising. They sound a new note—pack the same punch and originality found in the new pen. And nothing less could hope to forcefully tell the world about the remarkable development of a leakproof pen.

No matter how you carry this new EVERSHARP—upside down—on its side—in any position—IT WON'T LEAK! It can't flood and stain your fingers—purse—or clothing.

When you screw on the cap a little valve, the safety ink shut-off, automatically locks the ink in the pen barrel.

What's more it's the only pen that gives you Tailored Writing. And this makes it the safest of gift pens.

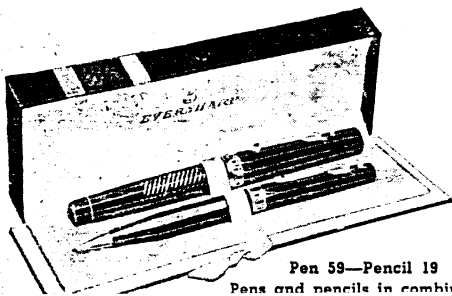


LARGE DELUXE
Pens Colors
59B Amethyst (ILLUS.)
59C Silver and Black
Pencils to Match
19B Amethyst (ILLUS.)
19C Silver and Black
Pens \$10.00 Pencils \$4.00
Sets \$12.50

LADIES' DELUXE
Pens Colors
56B Amethyst
56C Silver & Black (Illus.)
Pencils to Match
16B Amethyst
16C Silver & Black (Illus.)
Pens \$7.50 Pencils \$4.00
Sets \$10.00

REGULAR DELUXE
Pens Colors
57 Jet Black (ILLUS.)
57C Silver and Black
Pencils to Match
19 Jet Black (ILLUS.)
19C Silver and Black
Pens \$7.50 Pencils \$4.00
Sets \$10.00

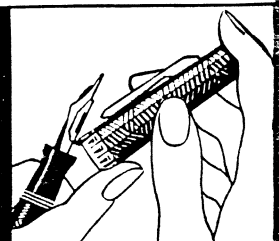
POINTS
All sizes of EVERSHARP Adjustable Points on Deluxe pens are available in the following types:



Pen 59—Pencil 19
Pens and pencils in combination

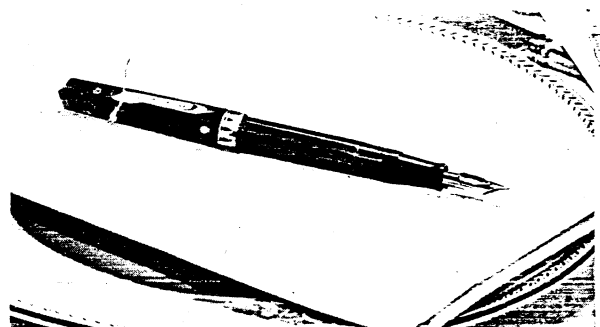


With cap on—ink supply locked in by Safety Ink



By moving the little adjuster up or down the point you can "make-to-order" the ex-

THE PEN THAT *can't leak* AND GIVES YOU TAILORED WRITING



for the user can always adjust the point to fit his individual writing pressure, stroke, and style.

This new Vacuum filler holds more than double the volume of ink held by sac pens of the same barrel size. Fills in a simple, one-stroke movement. The transparent barrel makes the ink supply always visible—shows when to refill—has 14 Karat gold point, and it's guaranteed for LIFE! Pencils to match—propel—repel—expel.

PICTURES SAY, "NO MORE INK STAINS"

Here's another of the unusual advertising illustrations which emphasize the *immaculateness* of the new *leak-proof* pen. The pictures themselves fairly shout, "No more ink stains on fingers—purse or clothing." And the copy's text, while featuring the *Safety Ink Shut-off*, also does a selling job on the other major points.

LARGE DELUXE

Pens Colors
59 Jet Black (ILLUS.)
59A Emerald
Pencils to Match
19 Jet Black (ILLUS.)
19A Emerald
Pens \$10.00 Pencils \$4.00
Sets \$12.50



59

19

REGULAR DELUXE

Pens Colors
57A Emerald (ILLUS.)
57B Amethyst
Pencils to Match
19A Emerald (ILLUS.)
19B Amethyst
Pens \$7.50 Pencils \$4.00
Sets \$10.00



57A

19A

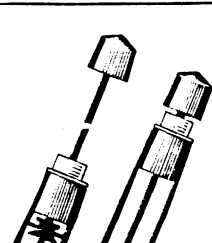
16

LADIES' DELUXE

Pens Colors
56 Jet Black (ILLUS.)
56A Emerald
Pencils to Match
16 Jet Black (ILLUS.)
16A Emerald
Pens \$7.50 Pencils \$4.00
Sets \$10.00

AVAILABLE

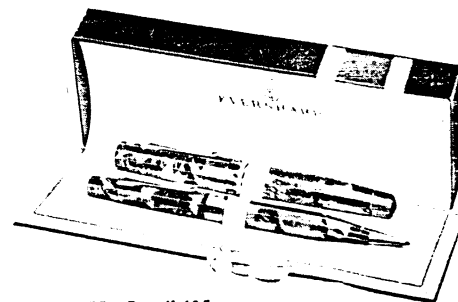
FLEXIBLE: Needle, fine, medium, broad, ball, full stub, and oblique.
MANIFOLD: Fine, medium — and needle point when requested.



One stroke fills and cleans quickly—smoothly—simply.



Transparent barrel shows when to refill—holds double the amount of ink



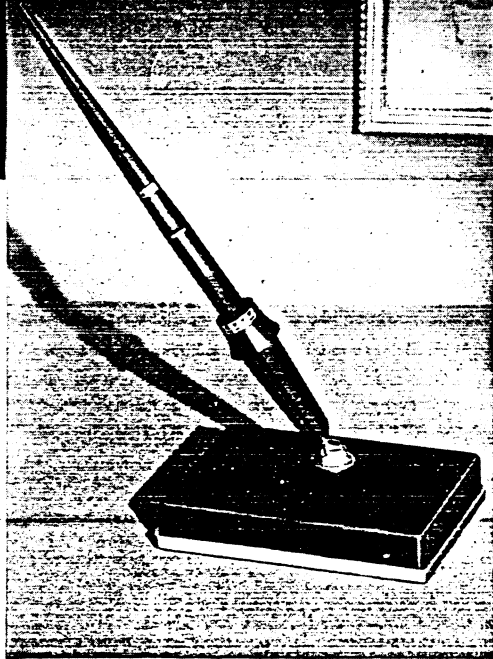
Pen 57A—Pencil 19A
Take advantage of the com.

W

EVER

DESK

IN NEW DESI

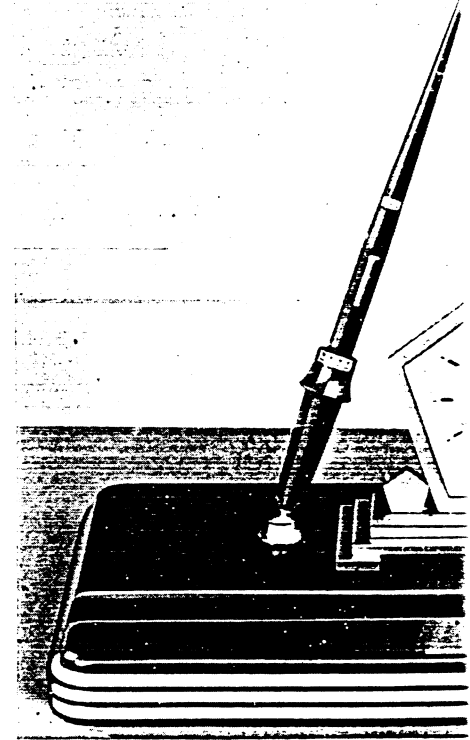


M-3545BG-50. (Illustrated above) Jet Black base 3 1/2" x 4 1/2". Matching Black Doric Pen, No. 5 Adjustable Point, \$12.50.
 3545BG-50. Same as illustrated without Gold Frame, \$10.00.
 M-3545AX-550. Argentine Green Onyx—same design as illustrated with matching Gold Shell Doric Pen, No. 5 Adjustable Point, \$12.50.
 3545AX-550. Argentine Green Onyx—same design without Gold Frame, \$10.00.



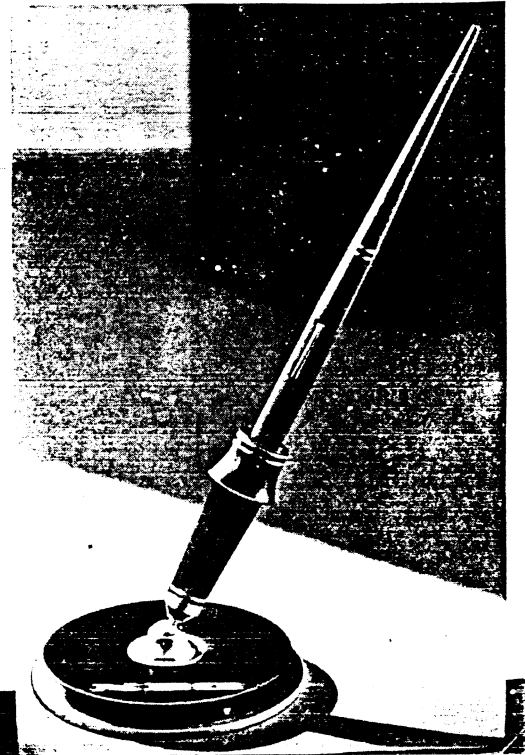
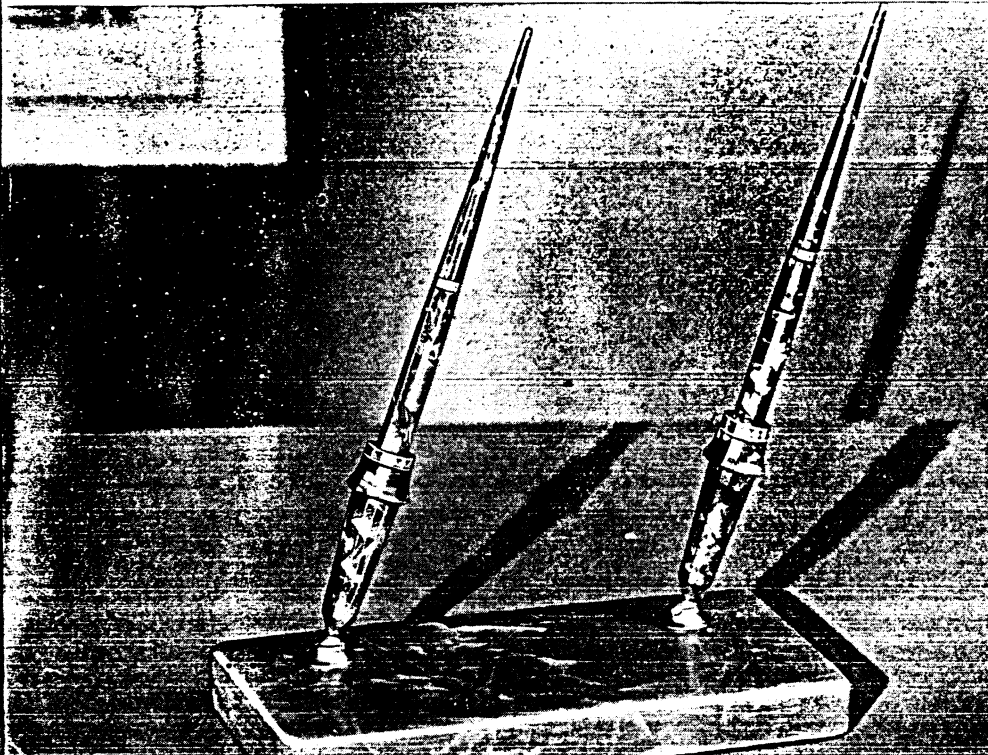
43YG-316. (Illustrated above) Gold Mirrored crystal on black base 3" x 4". Topaz No. 3 Doric Adjustable Point Pen and Humidor, \$7.50.
 43MG-317. Same size base in Gun Metal crystal. Carnelian. No. 3 Doric Adjustable Point Pen and Humidor, \$7.50.

8115CT-50. (Illustrated below) Jet Black glass base Point Pens. Price without clock, \$35.00. Clock on



4585AX-1. (Illustrated below) Argentine Green Onyx base 4 1/2" x 8 1/2". Carries two Green and Silver Shell No. 5 Adjustable Point Pens, \$25.00.
 M-4585AX-1. Same model with gold frame, \$30.00.
 4585BG-1-50. Same size base in black vitrolite. Two black Pens, \$20.00.
 M-4585BG-1. Same model with gold frame, \$25.00.
 4585BG-1-549. Same model without frame. Two Black and Silver Shell Pens, \$20.00.

32BCP. (Illustrated below) Black Formica round base trimmed with bright chrome. Black round No. 2 Pen, \$5.00.
 32BGP. Same model with bright brass trim, \$5.00.
 Monogrammed initials, gold or silver finish, \$9.00 per gross (list), either finish.

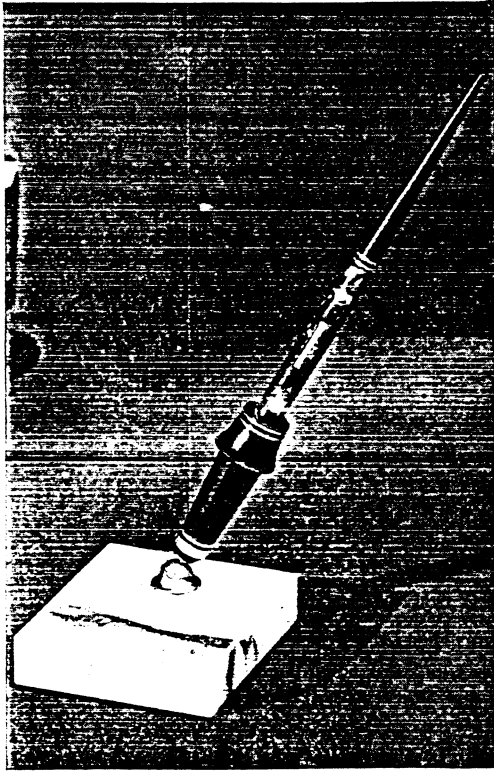
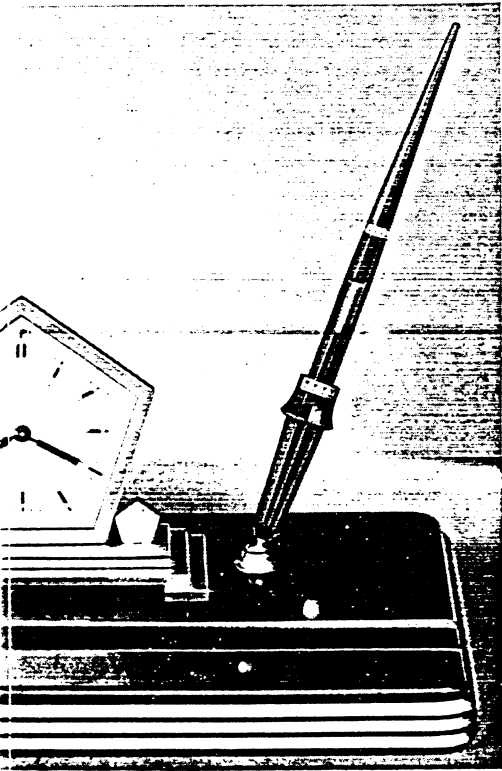


SHARP

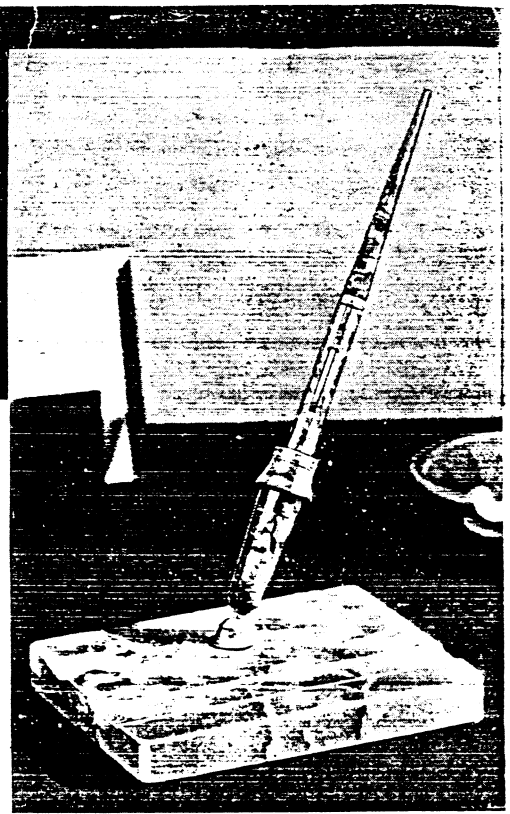
SETS

NS AND COLORS

ed with satin finish chrome. Two black No. 5 Adjustable (A82) priced at \$11.25 Net.

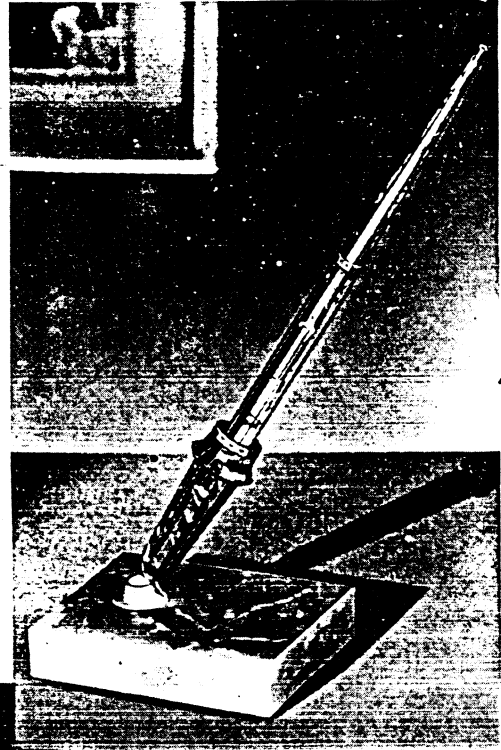


353NX. (Illustrated above) White Mottled Onyx base 3 1/2" x 3". Round No. 2 Pen in green pearl with black taper matching Humidor, \$5.00.
353M. Same Pen and Humidor with gold and black marble base, \$5.00.

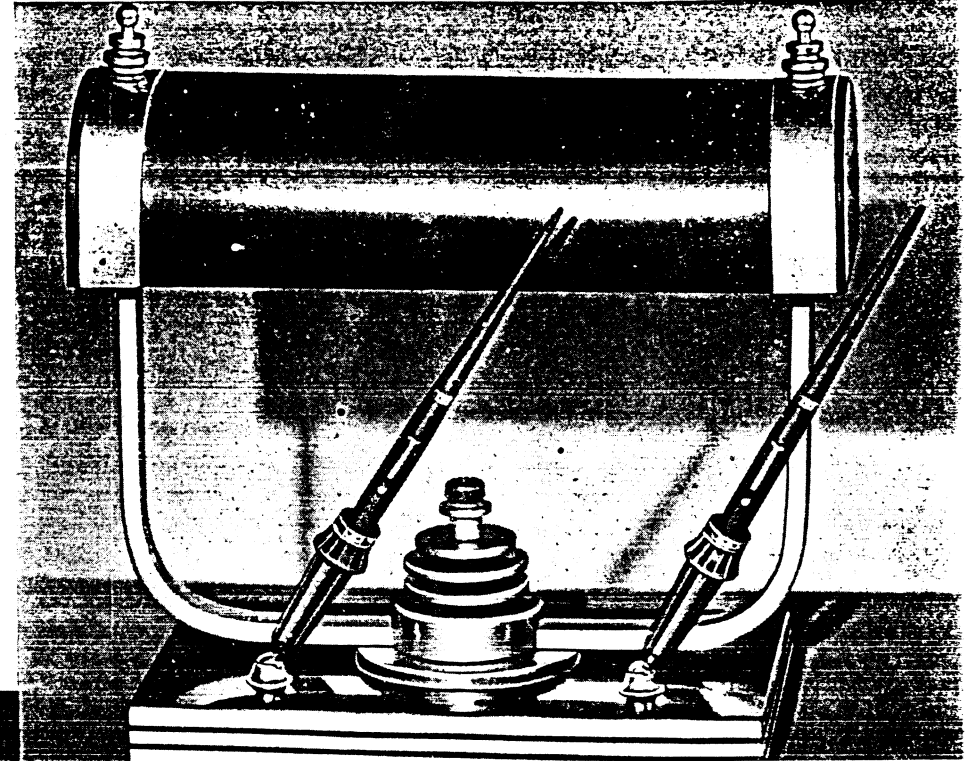


476AX-747. (Illustrated above) Green Argentine Onyx base 4 3/4" x 6", large size No. 7 Doric Adjustable Point Pen in Green and Silver Shell pyralin, \$15.00.
476AX-750. Same base with Gold and Silver Shell Pen, \$15.00.
476BG-70. Same size base of Black Vitrolite with Black Pen, \$15.00.
476BG-749. Same as 476BG-70 with Black and Silver Shell Pen, \$15.00.

353AX-316. (Illustrated below) Argentine Green Onyx base 3 1/2" x 3", Topaz No. 3 Doric Adjustable Point Pen and Humidor, \$7.50.
353AX-317. Same base with Carnelian Pen, \$7.50.
353BG. Same size base in black vitrolite with black Pen, \$7.50.

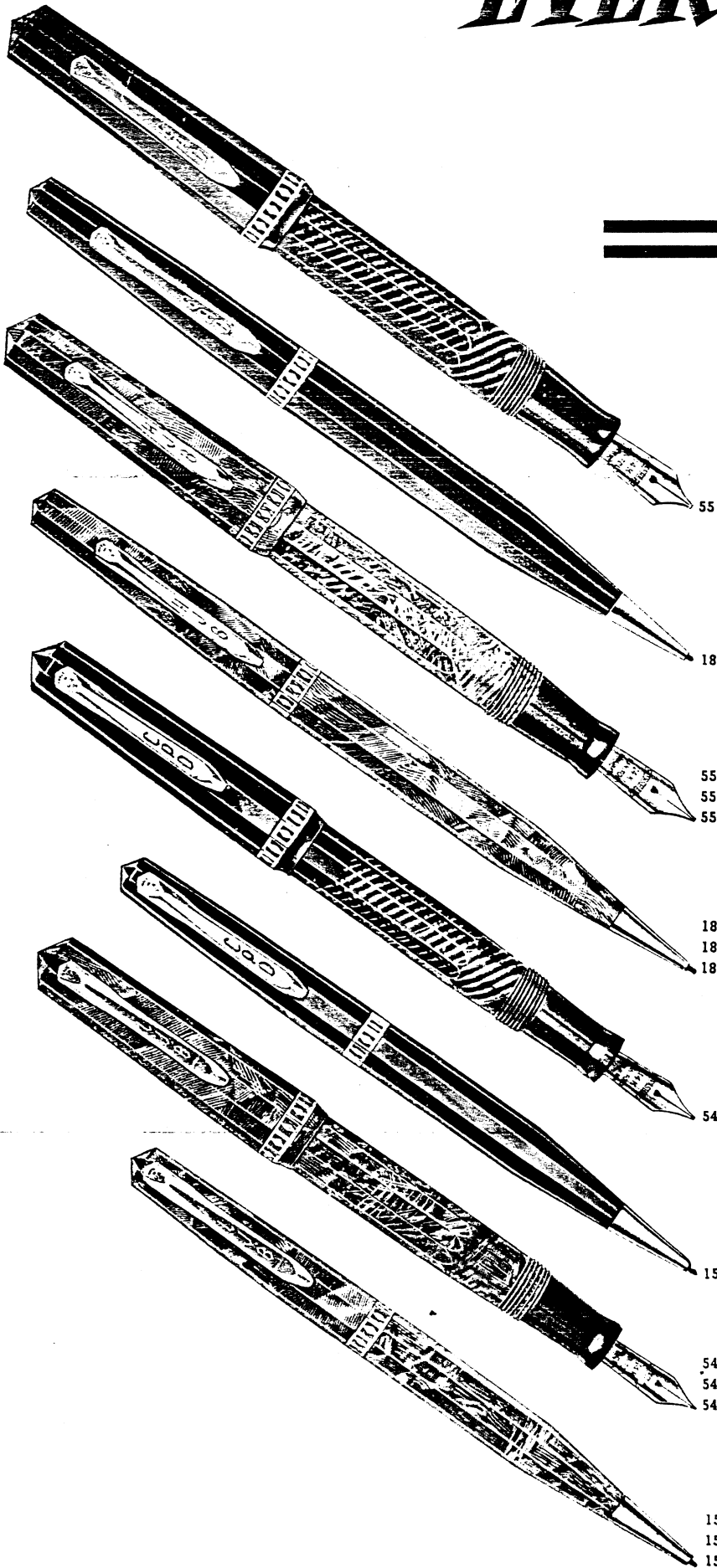


L-103F-7. (Illustrated below) Merkel lamp finished in black and chrome. Two No. 7 Doric Adjustable Point Pens, \$30.00.
L-103F-1. Same lamp in bronze finish with Mahogany base and two Gold and Silver Pens, \$30.00.



EVERSHARP

\$5 LEAKPROOF MODEL



Like our Deluxe models, this EVERSHARP is equipped with the new leakproof feature. In addition, it offers a perfected one-stroke filling mechanism, an ink capacity more than double that of sac pens, a 14 Karat interchangeable point, a visible ink supply, beautiful Doric shape, rich banding and new colors.

Matching pencil propels, repels, expels. Larger model with side clip — shorter model, thinner diameter, with top clip.

REGULAR MODELS

| Pens | Colors | Pencils |
|-------------|------------------------------|------------------|
| 55 | Jet Black | 18 |
| 55A | Emerald (Silver Green Shell) | 18A |
| 55B | Amethyst (Wine Red Shell) | 18B |
| 55C | Silver and Black Shell | 18C |
| Pens \$5.00 | Pencils \$3.50 | Set Price \$7.50 |

SHORT MODELS

| Pens | Colors | Pencils |
|-------------|------------------------------|------------------|
| 54 | Jet Black | 15 |
| 54A | Emerald (Silver Green Shell) | 15A |
| 54B | Amethyst (Wine Red Shell) | 15B |
| 54C | Silver and Black Shell | 15C |
| Pens \$5.00 | Pencils \$3.50 | Set Price \$7.50 |

The following types of point can be secured:
FLEXIBLE: Fine, medium, needle, broad and full stub.
MANIFOLD: Fine, medium, needle, broad and ball tip.



EVERSHARP

\$3 ROUND VACUUM FILLER

These models introduce a new round barrel design. Fill and clean with one stroke. Have a visible ink supply. 14 Karat gold point. Hold more than twice as much ink as sac pens of the same size.

The handsome matching pencil, like its writing partner, SHOWS WHEN TO RE-FILL. A Red Spot Lead Gauge indicates the length of lead in the feed tube. Pencil propels—repels—expels.

REGULAR MODELS

| Pens | Colors | Pencils |
|------|------------------------------|---------|
| 45 | Black | 9 |
| 45K | Grey Pearl and Black Mottle | 9K |
| 45L | Red Pearl and Black Mottle | 9L |
| 45M | Green Pearl and Black Mottle | 9M |

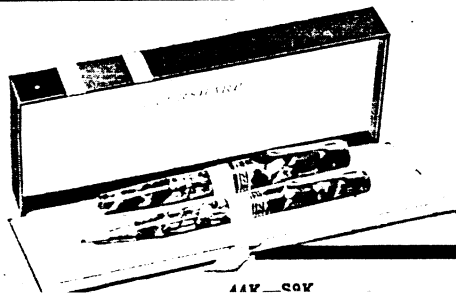
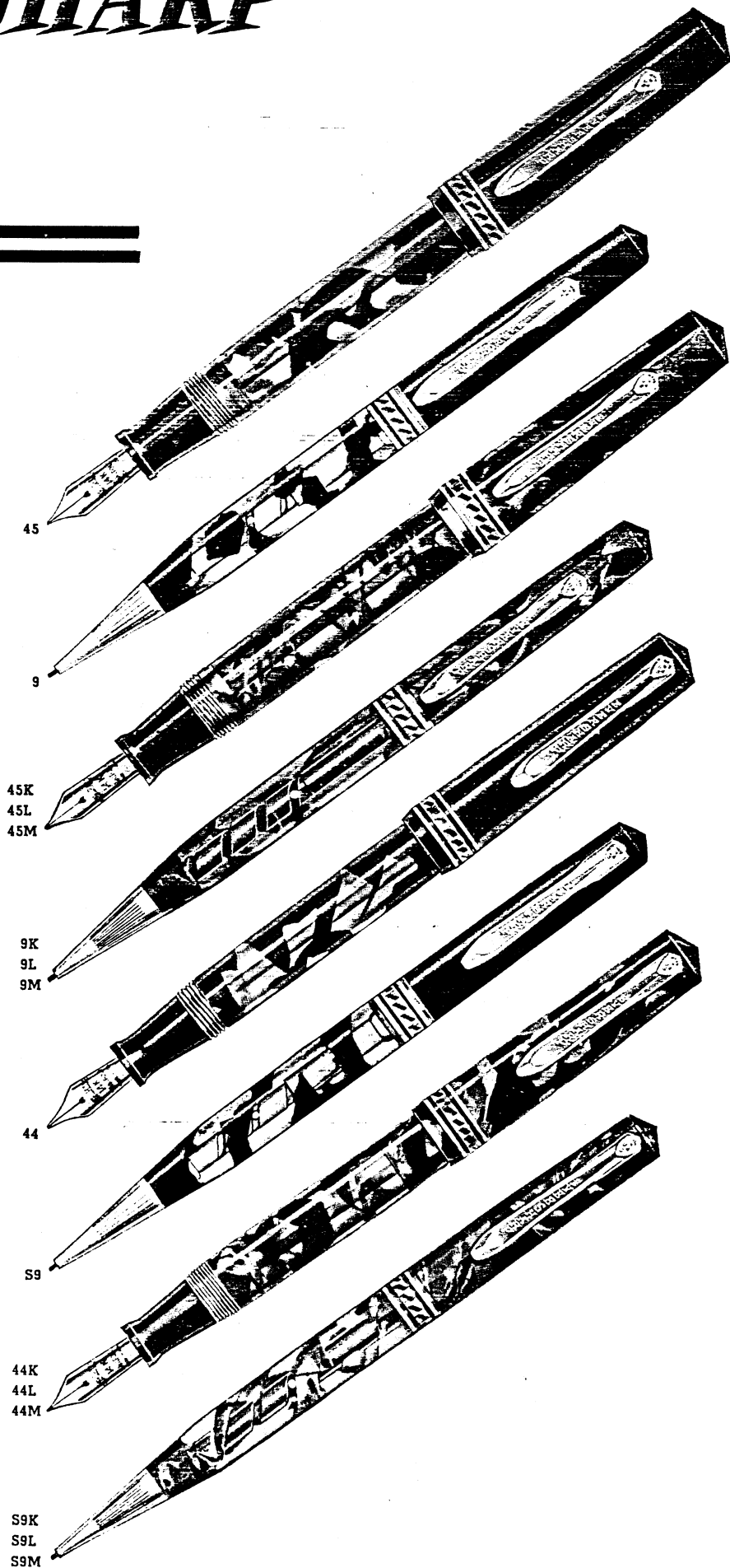
Pens \$3.00 Matching Pencils \$2.00 Set Price \$5.00

SHORT MODELS

| Pens | Colors | Pencils |
|------|------------------------------|---------|
| 44 | Black | S9 |
| 44K | Grey Pearl and Black Mottle | S9K |
| 44L | Red Pearl and Black Mottle | S9L |
| 44M | Green Pearl and Black Mottle | S9M |

Pens \$3.00 Matching Pencils \$2.00 Set Price \$5.00

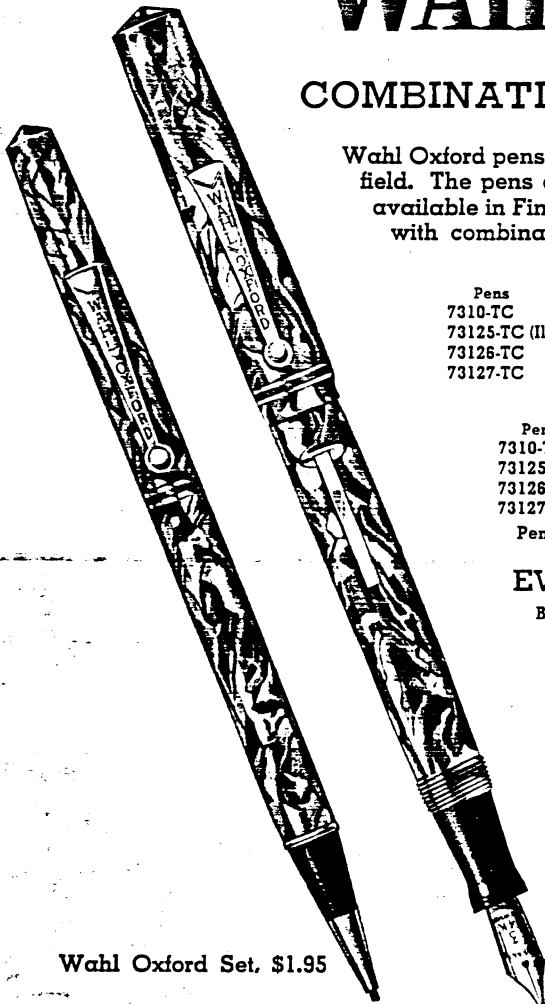
The following types of point can be secured:
FLEXIBLE: Fine, medium and stub. MANIFOLD:
Fine and needle.



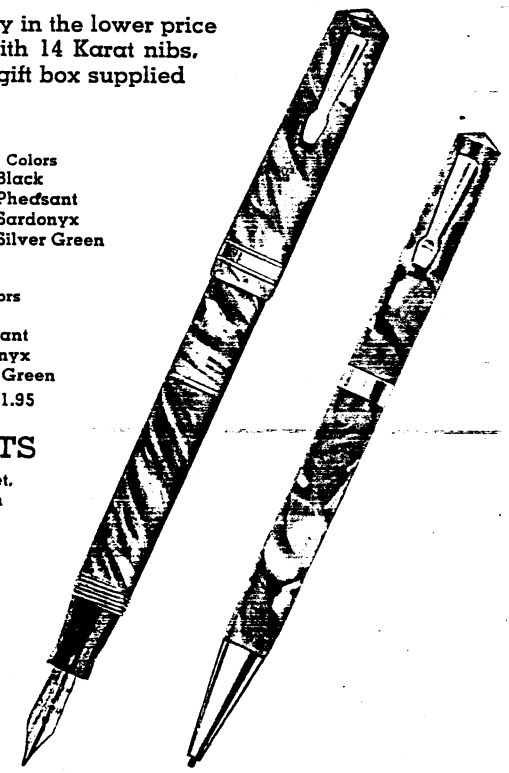
WAHL OXFORD

COMBINATION PEN AND PENCIL SETS \$1.95

Wahl Oxford pens and pencils offer the ultimate in quality in the lower price field. The pens are of the lever-filler type equipped with 14 Karat nibs, available in Fine and Medium types only. Attractive gift box supplied with combination sets.



Wahl Oxford Set, \$1.95



Bantam Set, \$1.00

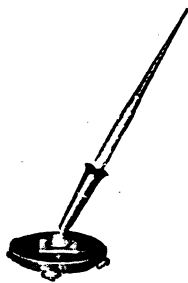
| | | |
|-------------------|-------------------------|------------------|
| REGULAR MODELS | | |
| Pens | Pencils to Match | Colors |
| 7310-TC | Q-3510-C | Black |
| 73125-TC (Illus.) | Q-35125-C (Illus.) | Pheasant |
| 73126-TC | Q-35126-C | Sardonyx |
| 73127-TC | Q-35127-C | Silver Green |
| SHORT MODELS | | |
| Pens | Pencils to Match | Colors |
| 7310-TSC | Q-3510-SC | Black |
| 73125-TSC | Q-35125-SC | Pheasant |
| 73126-TSC | Q-35126-SC | Sardonyx |
| 73127-TSC | Q-35127-SC | Silver Green |
| Pens \$1.00 | Pencils to Match \$1.00 | Set Price \$1.95 |

EVERSHARP \$1 BANTAM SETS

Bantam sets are just the thing for purse, vestpocket, school—or party favors. Vacuum fillers with big pen ink capacity, they have a visible ink supply and a smooth writing gold-plated point. Bantam pen with matching pencil in gift box \$1.00.

| | |
|------------------|--------------|
| Pens | Colors |
| 50129K | Willow Green |
| 50130K | Titan Red |
| Pencils to Match | Colors |
| Q-29129-K | Willow Green |
| Q-29130-K | Titan Red |

WAHL OXFORD DESK SETS



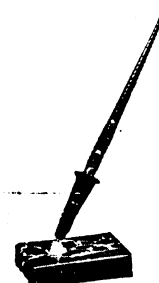
32 GB-3. List, \$2.95

Black Formica Round Base 3 1/4" highly polished brass finished lacquered trim. Carries Wahl Oxford Pen with 14 Karat No. 2 point.



28 RNX3. List, \$2.95

Pedraza Onyx Round Base, 2 7/8" in diameter. Carries Wahl Oxford Pen with 14 Karat No. 2 point.



2535 M-5. List, \$3.95

Black Portoro Marble Base 2 1/2" x 3 1/2". Carries Wahl Oxford Pen with 14 Karat No. 5 point.



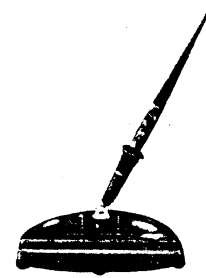
35 F-5. List, \$3.95

Round Base 3 1/2" wide of Black Fiberon with White center. Carries Wahl Oxford Sac Pen with a 14 Karat No. 5 point. Base, also, available in Brown and White (35FB) and Green and White (35FG).



3737 BC. List, \$4.95

Black Formica base trimmed in chrome, 3 3/4" square. Carries Wahl Oxford Pen with 14 Karat No. 7 point.



4625 BG-7. List, \$4.95

Black Moulded Glass Base, 4" x 6 1/8", with two scoops and a pencil groove. Carries Wahl Oxford Pen with 14 Karat No. 7 point.